

GEN. REYES HAILED SAVIOR OF MEXICO

Robert S. Barrett Predicts
Doom of Madero's Revolt.

SAYS DIAZ RULE NEARS END

Former Editor of Mexico City Record Discusses Revolution in Southern Republic and Accuses Grafting Officials of Hastening Revolt—Financiers Show Distrust.

Gen. Bernardo Reyes, exiled military leader of Mexico, was hailed as the only man capable of succeeding Porfirio Diaz as President of the Southern republic and restoring peace in that country, by Robert S. Barrett, former editor of the Mexico City Record, in an address at the Columbia Theater last night.

Mr. Barrett, who has lived in Mexico for a number of years, gave the history of the revolution now in progress and predicted that the insurgents were doomed to defeat. Madero, leader of the insurgents, according to the lecturer, is not strong enough to direct a successful fight against the administration, and his guerrilla bands are too weak to wage a successful campaign against the federal forces.

In citing the causes that have led up to the present upheaval in the republic, Mr. Barrett caused a mild sensation by declaring that graft predominated in every province of Mexico, and that the cabinet and state officers reaped a harvest at the expense of the ignorant population.

Diaz Most Honorable.

Mr. Barrett lost no time, however, in asserting that President Diaz is "one of the most honorable men in the world." Stereoscopic slides were used to illustrate the lecture, and views of the men who are fighting against the administration and scenes of the American campaign along the Rio Grande were applauded.

Mr. Barrett, who is an alumnus of George Washington University, said in part:

"Gen. Porfirio Diaz, President of Mexico, with his back to the wall, is fighting revolution and riot, which is attracting the attention of the world to our neighboring republic. If Diaz is the great patriot that he has been painted, if Mexico is a land of peace, and if the people of that nation live under a free government, why do we find such a condition of affairs as exist at present? This is a question that is being asked from one end of the world to the other."

"From a personal observation, lasting more than twenty years, I would cite several reasons for the turmoil. First, the trouble is due to that inherited spirit of revolution which has lasted for more than 60 years. That stream of blood continued until 1876, when Gen. Diaz marched into Mexico City at the head of a successful revolutionary army."

"Can it be expected that Mexico can settle down to a state of peace? Diaz, who came into power as a revolutionary, found the country impoverished. He was the one man who could rule with an iron hand and maintain peace. Under his administration the nation has developed, and the very schools which he established are one of the causes for his trouble to-day."

Financiers Show Distrust.

"Another cause for the crisis that now confronts the administration is the distrust first felt by the financial interests in 1907. The millionaires of foreign countries, whose fortunes are sunk in Mexican projects, ask, 'Who will follow Diaz?' and up to today no one has answered. The crippling of industry and commerce directly affected the common people. Men can live without bread, but they cannot live without work. Thrown out of work, the only chance of the masses is to fight in the fight for a chance to live. 'When one considers that 1 per cent of the Mexican people are able to read or write, it is obvious why the government is and must be despotic. In the official family of President Diaz graft predominates, and officials appointed by him have strung wealth on the ignorant masses."

"No man dares oppose Diaz, and there is not a man who has yet appeared in the country who seems capable of filling his place. In my opinion Gen. Bernardo Reyes, now in Europe on a so-called military mission, is the one leader capable of uniting all factions and restoring peace."

J. W. Broadway Dead.

Spencer, N. C., March 25.—J. W. Broadway, aged fifty-five years, died suddenly at his home in Spencer this afternoon. He was apparently in good health at breakfast, and heart trouble is said to have caused his death. He leaves a wife and one daughter.

ADVERTISING TALKS.

WRITTEN BY WILLIAM C. FREEMAN.

I have received many letters on the subject of the WISDOM OF CONTINUING ADVERTISING THE YEAR ROUND, especially on the part of specialty stores, whose business, it is claimed, is almost wholly a "SEASON" business.

Opinions differ widely on this subject, even among members of the Advertising Profession. My opinion is only an opinion of one man, but were I engaged in business, of whatever nature, I would ADVERTISE IN THE NEWS-PAPERS ALL OF THE YEAR.

Take the case of a JEWELRY HOUSE.

Around the holiday season all jewelry stores are crowded, and do a great business.

I am told that in the month of December jewelers do as much business as they do in all of the other months, with the exception of the period preceding Easter, and in June, when graduating exercises take place and when so many marriages occur.

Yet that is the time they choose to advertise.

It is quite true that in the jewelry business, as well as in many other lines of business, there is a preponderance of sales at certain periods, but WHY ADVERTISE ONLY THEN?

DE LA BARRA MAY PACIFY POPULACE

Continued from Page One.

ment and homesteading of the public domain, and the purpose of portions of large haciendas, which are not now wholly under cultivation, to be divided up among the poor at actual cost and on easy payments. This plan, which has been under consideration by the Mexican government for some time, was first given wide publicity in a statement made by Senor Lamantour while in Paris recently. It has been favorably received by the people of Mexico, and undoubtedly would have been inaugurated several months ago but for the sedition disorders in some sections of the country which made it necessary for the government to draw upon the funds that had been accumulated in the treasury with this policy in view.

"Very little difficulty is expected in this matter," the Ambassador continued. "Many of the large landowners are foreigners, and many tracts of land have not been improved for cultivation. Such unimproved land, of course, will be sought, and the farmer who buys the land will improve it himself. The more extensive improvements, such as irrigating, etc., will be carried on at the expense of the government. This will enable the poor man to obtain a small tract of land at the lowest possible price."

Insurgents Not Satisfied.

The appointment of Senor de la Barra as premier of the new Mexican cabinet has been received with satisfaction by officers of the State Department. The representatives of the insurgent party here, however, are not satisfied with the appointment. Dr. Vasquez Gomez, the agent here of the revolutionists, had this comment to make upon the selection.

"It does not alter matters that Senor de la Barra is to be premier. President Diaz appoints him, and President Diaz will direct the policies of the government. Diaz is President. His policies will be continued as long as he is the executive. The appointment of Senor de la Barra changes nothing. This has nothing to do with my personal opinion of Senor de la Barra, who, I think, is a highly educated gentleman. But he is appointed by President Diaz to carry on the policies of the Diaz administration."

Admit Situation Is Grave.

Officials of the State Department and the Mexican Embassy practically admit that a grave situation exists in Mexico, which must be met by prompt reforms. This is the main reason why President Diaz has decided to appoint younger and more popular men to public life, and to promise a liberal program of administrative reform designed to improve the condition of the people.

The United States has for several months been aware of the seriousness of the political conditions in Mexico. From reports received from consular and diplomatic officers within the last few months it was made plain that in addition to the active revolt in the state of Chihuahua and other sections of the country there existed a feeling of unrest among people who, although they did not care to risk their lives in open revolt against the Diaz administration, felt that some steps should be taken to ameliorate their condition of life.

Wilson Brought Information.

When Henry Lane Wilson, American Ambassador to Mexico, visited Washington several weeks ago on leave from his post, he had many conferences with President Taft, Secretary of State Knox, and other officials of the State Department. It is understood that he informed them that the situation in Mexico was dangerous, and that at any time there was danger of a general uprising, which might wipe out the Diaz administration and cause incalculable damage to the millions of dollars' worth of American and other foreign property invested there. This was the main reason for the mobilization of 20,000 troops in Texas.

Aim to Alleviate Restlessness.

These reforms are intended to allay the incipient restlessness which had begun to develop among the classes of people who had not joined the revolutionists, but who at the same time were dissatisfied with the management of the Diaz administration. It is expected that these people will be persuaded by the contemplated reforms to remain loyal to the government, while a more vigorous military campaign will be waged against the insurgents. It is expected that the new minister of war will be selected with the primary purpose of crushing the revolt. It has been predicted that Gen. Bernardo Reyes, former minister of war, who is now in Europe, will be recalled by President Diaz for the purpose of leading the army against the rebels.

WALL STREET NEWS

Halting Tendency in Market
Is in Evidence.

COUNTRY NOW ECONOMIZING

This Condition Is Satisfactory to People of High Rank in the Business and Financial World—Decision in Anti-trust Cases Still Topic of Deep Interest.

New York, March 26.—It has been several years since there has been a period of dullness in the stock market so prolonged as that currently witnessed. It is true that dealings in stocks on a single full day have at no time recently reached the low limit of 112,000 shares, which was the record of the day before Christmas, but there has been in the present month an almost unprecedentedly long series of "small days," and it is clear that both as regards the stock market and the general business situation, at the moment its dominant feature, is an indisposition on the part of people of means to indulge in anything like large ventures.

A halting tendency of this sort is of course normal to the time of year, but nevertheless if the run of popular comment is any guide to the true state of affairs, the underlying reason for the existing hesitancy is the unwillingness of business interests to make commitments until the Supreme Court decisions in the American Tobacco and Standard Oil cases are handed down.

And yet despite all this there is another aspect of the situation that is no less marked than that which has just been described, and this is the confidence and optimism almost uniformly expressed just now by people of high rank in the business and financial world. The best people from whom advice as to the general course of the future could at any time be received. They admit freely that the country is economizing and in a certain sense standing still for the time being. But they are glad of the fact, and they lay emphasis upon the gradual but sure outworking that is evident of primary and elemental factors that must, if the experience of the past is any guide at all to what may happen in the future, lay the foundation of a forward movement in business and finance in our country greater than any ever seen before.

Wall Street Indifferent.

Now as regards the forthcoming "decisions" in the anti-trust cases, the truth is that whatever may be the talk in Wall Street whatever houses more and more indifference on the subject is coming to be manifested in the higher financial circles. There is one common sense judgment that is beginning to make its way about this matter, and that is this: The present economic development of our country and the lines generally followed up to the present time in the growth and formation of our corporate organizations have been normal and healthy, of the same general nature as those followed in all other civilized lands in modern times, and they have been evoked by the needs of modern business.

As such they have come to stay. Their stability is superior to that of all laws that may be passed by legislatures or of constructions of statutes that may be handed down by judges. If it should be held that under the Sherman law nine-tenths of the corporations in the country now engaged in interstate commerce are technically illegal it is the Sherman law that will have to be amended and not the corporations nor the properties owned by them that will have to be destroyed.

Wall street has quite generally made up its mind, seemingly basing its conclusions upon past judicial pronouncements, that the Standard Oil and American Tobacco companies are to lose their cases before the Supreme Court, but the interest of Wall street in the matter concerns itself little, if at all, with the fate of those two companies themselves, but chiefly with the question whether the Supreme Court will decide that the mere fact of the consolidation of two companies engaged in interstate commerce makes illegal the new company thus formed. This was the issue squarely presented to the court by the decision of Judge Lacombe in the lower courts in the case of the American Tobacco Company.

Waiting for Spring.

Another thing that the stock market and business is waiting for is the advent of real spring weather. The winter has been mild, and this has been of advantage in many directions. A mild winter not infrequently means a late spring, and some proof of this was afforded by the cold snap at the end of last week. But every one knows how, with the coming of warm and genial temperatures at the normal season, the spirits of men brighten, just as does the surface of the earth, and enterprise and activity begin to stir and quicken, just as does plant life after its winter sleep. An interesting and curious development of the past week was the fact discovered on an analysis of the business in the United States Steel Corporation for the month of February, that with the mills of the corporation running at 79 per cent of capacity only 4 per cent of this output was shipped to the west. This is against a normal percentage of the sort of over 22. The incident is another proof of the diversified and manifold character which the iron and steel business has assumed. The United States Steel Corporation, has come to assume in recent years; but in an even wider sense it illustrates the general growth of business in the United States.

JUAREZ IS FRIGHTENED
LEST ATTACK BE MADE

El Paso, March 26.—Juarez is on the anxious seat as to the whereabouts of Jose de la Barra and his rebel command. They were seen at Casas Grandes the latter part of the week. Whether they will attack the town or will march on to join Madero at Chihuahua or are coming to Juarez, as has been rumored, is not known. But Juarez is frightened again.

The brass five-pounder stolen from the El Paso city hall park a week ago yesterday has been seen at Ojinaga, east of Juarez, for the use of Sanchez and his insurgents against Luque and his federal force in that place.

The federal sent out yesterday from El Paso, opposite Del Rio, Tex., against a band of insurgents supposed to be in the hills south of there, have not returned. Sentinels are on the roof tops at Las Vacas and defenses are being strengthened.

News from Nogales, fully confirmed, is that the victory of the federal at La Colorado Sonora against the rebels who had taken that place was complete and that many rebels, supplies, and horses were captured.

Rain Helps Iowa Crops.

Mason City, Iowa, March 26.—General rains, the first of any consequence in seven months, covered Northern Iowa with moisture to-day. The fall has averaged one-half to two inches here. It began to rain just before midnight and continued all day. The rain is of inestimable value to the crops.

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Hotels in Washington Have Always Been Great Money-makers, and if You Want a Chance to Get a Good Return on Your Investment, We Are Ready to Offer It to You.

Why leave your money in a Savings Bank or Trust Company where you only receive 3 or 4 per cent when you can now safely invest it and get a much larger return.

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SECRETARY NORTON IS A CLEVER GOLFER AT LAST

Dr. Albert Shaw Rattled by Talk on Postal Increase while Playing Match on Augusta Links.

Dr. Albert Shaw, editor of the Review of Reviews, is a good golf player, but there are a few things about the game that he might learn by playing on the Augusta course. Dr. Shaw entered upon the match with the seriousness born of a very serious life, and soon had Norton, whose golfing experience has been limited to his year's association with President Taft, very much in the lurch. The doctor's stroke was almost perfect; his drives were straight, low, and powerful; he was, in fact, crusting in his top notch form when the two players reached the ninth hole.

"Well, Mr. Secretary, I have you seven down," said the doctor, consoling himself. Norton, however, was not so easily discouraged. He was scratching his head and apparently day dreaming. Of course, the learned doctor had no suspicion of a plot, when Secretary Norton looked up suddenly and remarked: "Dr. Shaw, it has been a mystery to me to understand how the editors and proprietors of first-class magazines could have taken the stand they did against President Taft's recommendations to increase the rates on second-class mail matter."

"What's that? What's that?" asked Dr. Shaw.

"I can't see how the magazine editors could consistently take the stand they did against the reasonable increase proposed by the President," Secretary Norton repeated.

"Mr. Norton," replied the doctor, "I am glad you have brought that subject up. I want to enlighten you."

"Well, it seems extraordinary to me," Secretary Norton added coolly, "just as the doctor was bracing for a drive. Norton was simply playing golf in his own peculiar way, while Dr. Shaw was trying to do two very difficult things at the same time. Result: The pair turned up at the eighteenth hole, with Norton only one, instead of seven down. Dr. Shaw had sliced and pulled and fooled, and topped, and talked, and talked, and plus and other hazards on that part of the course. As the doctor teed his ball at the eighteenth hole, Secretary Norton signed and remarked:

"Doctor, you see, doctor, what the Republican insurgents have been left in an embarrassing situation by President Taft's reciprocity bill, but no more so than the magazine men, who, after preaching so loudly against special privileges, are now seen to be enjoying a special privilege."

That "stroke" carried Norton out as

INSURANCE STATEMENTS.

STATEMENT OF THE CONDITION OF THE

Commercial National Insurance Company.

Of Washington, D. C., on the 31st day of December, 1910, as required under District of Columbia Code, amended June 30, 1907.

Capital stock.....\$2,000,000

Capital stock paid up to date.....1,000,000

Assets

Cash in office.....\$20,000

Cash in bank.....1,000,000

Premiums collected and in hands of agents.....100,000

LIABILITIES

Reserve as required by law.....\$2,000,000

Capital stock.....1,000,000

Amount and character of business transacted during the year 1910 (accident and health).....\$200,000

Losses sustained during the year 1910.....100,000

Money received during the year 1910.....\$200,000

Expended during the year 1910.....\$200,000

H. J. GRUBER, President.

CLAUDE W. FLETCHER, Assistant Secretary.

Scheduled and sworn before me on the 26th day of March, 1911, GEORGE J. JOHNSON, Notary Public in and for the District of Columbia. My commission expires May 25, 1912.

WILL CLIMB MT. MCKINLEY.

Another Expedition to Be Fitted Out for Next Year.

Seattle, Wash., March 26.—Prof. Herschell Parker, of Columbia University, New York, and Belmont Brown, the Tacoma explorer, will head another expedition up Mount McKinley in the spring of 1912. Plans for the expedition have been practically completed. Brown and Parker will be accompanied by Mel Leay and Arthur Allen, Alaskans, who were with them when they attempted to reach the summit of the peak a year ago. The Parker-Brown party expects to be in the mountains for about six weeks, the length of their stay depending on the severity of the conditions to be faced. They will attempt to ascend the north side.

UNITED BRETHREN MEET.

Conference Appointments for Coming Year Are Announced.

Staunton, Va., March 26.—The one hundred and twelfth Virginia conference of United Brethren in Christ adjourned to-day, to meet next in Martinsburg, W. Va., and Bishop Carter has announced the following appointments for the year: Preaching rider, A. S. Hancock; Assistant, W. B. Raul, Berkeley Springs station; E. E. Neff, Berkeley Springs circuit; S. D. Shelton, Bayard; A. B. Mann, Churchville; John Ford, Cumberland mission, Md.; A. J. Sechrist, Charlottesville; J. E. Croft, Great Capaco; W. M. Malden, Lacey station; A. P. Punkhouser, Dayton circuit; A. P. Punkhouser, Edinburg; G. S. Hanister, Elkton; W. H. Samsel, Elk Garden; L. C. Messick, Frederick, Md.; J. C. S. Myers, Franklin; J. W. Stearn, Harrisonburg; B. G. Hammond, Hardy; I. Sumner, Inwood; E. W. Webster, Jones Springs; W. D. Good, Keyser, W. Va.; J. H. Brunk, Lacey Springs; C. H. Crowell, Martinsburg, W. Va.; W. F. Gruver, B. J. Dotson, Jr., New Creek; George Burgess, Pleasant Valley; L. A. Roney, Fendleton, W. Va.; J. B. Ferguson, Prince William; J. W. Brill, Roanoke; T. M. Sharpe, Rockbridge; C. J. Roney, Staunton; G. W. Stover, Singers Glen; G. B. Padely, South Branch; F. B. Chubb, Shenandoah City; N. F. A. Conroy, Toms Brook; C. P. Dyche, West Conroy; H. B. Ritters, Winchester station; H. E. Richardson, Winchester circuit; J. W. Malden, West Frederick; George McGee, conference evangelist.

Capital and Surplus.....\$1,000,000
Deposits Over.....\$2,000,000

Fiduciary Matters

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Awarded the Bruce Medal.

San Francisco, March 26.—Prof. Julius Henri Polcar, of the Academy of Sciences, Paris, was chosen by the astronomical survey of the Pacific at its meeting Saturday evening as the recipient of the Bruce medal, in recognition of his contributions to scientific literature. The medals are awarded yearly, and purchased from a fund for that purpose donated by Catherine Bruce, of New York.

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